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Access DB# 113996

SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Scott B. Lippard Examiner #: 79346 Date: 2/10/04
 Art Unit: 2644 Phone Number 30 5 4907 Serial Number: 091264 432
 Mail Box and Bldg/Room Location: FR2 6641 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: System and method of inserting advertisements into an information Retrieval system display
 Inventors (please provide full names): Phillip V. Golubov; Michael A. Killianey; Daniel T. Zigmund

Earliest Priority Filing Date: 3/8/99

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Looking for method of overwriting/overlaying a pre-existing advertisement on a web page with an advertisement that is locally stored. The new ad is selected based on the user profile. Similar to something Gator.com did early 2000 with the "Gator" global advertising network and got into a lot of trouble over it.

WebTV is assigned Microsoft

(N)
Surf + turf

local banner ads/cached → on your workstation

User profile identifiable with local ad
 overlayed

Banner ads
 ↓ pop-up overlay
 each ad not whole page

web use + tv set

Waylon H. Cherry

2-10-2004 2:44 pm

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	Type of Search	Vendors and cost where applicable
Searcher: <u>Vannetta K. Krumholz</u>	NA Sequence (#) _____	STN _____
Searcher Phone #: <u>702 226 5550</u>	AA Sequence (#) _____	Dialog <u>11</u>
Searcher Location: <u>FR2 6641</u>	Structure (#) _____	Questel/Orbit _____
Date Searcher Picked Up: <u>02/10/04</u>	Bibliographic <input checked="" type="checkbox"/>	Dr. Link _____
Date Completed: <u>02/11/04</u>	Litigation _____	Lexis/Nexis _____
Searcher Prep & Review Time: _____	Fulltext <input checked="" type="checkbox"/>	Sequence Systems _____
Clerical Prep Time: _____	Patent Family _____	WWW/Internet _____
Online Time: _____	Other _____	Other (specify) _____